

## CONTRACT

**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**Mentzer Media**  
**600 Fairmount Avenue**  
**Suite 306**  
**Towson, MD 21286**

<u>Contract / Revision</u> 581792 /		<u>Alt Order #</u> 07910820
<u>Product</u> RESTORE OUR FUTURE		
<u>Contract Dates</u> 10/23/12 - 11/04/12		<u>Estimate #</u> //550
<u>Advertiser</u> Restore Our Future		<u>Original Date / Revision</u> 10/31/12 / 10/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	10/23/12	10/26/12	Newschannel 3 News	6-7am		:30			NM	4	\$4,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$1,185.00			
2	3	10/23/12	10/26/12	Newschannel 3 News	6-630pm		:30			NM	4	\$7,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$1,850.00			
3	3	10/23/12	10/26/12	Late News (M-F)	11-1135p		:30			NM	4	\$8,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$2,010.00			
4	3	10/23/12	10/23/12	NCIS	8-9pm		:30			NM	1	\$10,455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$10,455.00			
5	3	10/23/12	10/23/12	Tuesday Prime	9-10pm		:30			NM	1	\$9,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$9,010.00			
6	3	10/23/12	10/23/12	Tuesday Prime	10-11pm		:30			NM	1	\$7,480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$7,480.00			
E 9	3	10/26/12	10/26/12	Friday Prime	10-11pm		:30			NM	1	\$6,715.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				2	\$6,715.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	3	10/22/12-10/28/12	Friday Prime	10-11pm	-----F----	:30		\$6,715.00	NM		
	Credited											
10	3	10/27/12	10/27/12	730-8pm	730-8pm		:30			NM	2	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				2	\$340.00			
E 11	3	10/27/12	10/27/12	Saturday Prime	9-10pm		:30			NM	1	\$1,445.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				2	\$1,445.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	3	10/22/12-10/28/12	Saturday Prime	9-10pm	-----Sa--	:30		\$1,445.00	NM		
	Credited											

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
581792 /	07910820

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 11/04/12	RESTORE OUR FUTUR	//550

<u>Advertiser</u>	<u>Original Date / Revision</u>
Restore Our Future	10/31/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
12	3	10/28/12	10/28/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$2,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$2,050.00			
13	3	10/28/12	10/28/12	Face the Nation	1030-11am		:30			NM	1	\$2,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$2,345.00			
15	3	10/28/12	10/28/12	1135pm-1205am	1135pm-1205am		:30			NM	2	\$1,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				2	\$515.00			
16	3	10/29/12	10/29/12	Newschannel 3 News	6-7am		:30			NM	2	\$2,370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				2	\$1,185.00			
17	3	10/29/12	10/29/12	Newschannel 3 News	6-630pm		:30			NM	2	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				2	\$1,850.00			
18	3	10/29/12	10/29/12	Late News (M-F)	11-1135p		:30			NM	1	\$2,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,010.00			
19	3	10/28/12	10/28/12	NFL Football (Early)	1-4p		:30			NM	1	\$9,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$9,750.00			
20	3	10/23/12	10/26/12	Price Is Right	11am-12n		:30			NM	1	\$1,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				1	\$1,675.00			
21	3	10/23/12	10/26/12	7-730pm	7-730pm		:30			NM	1	\$2,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				1	\$2,010.00			
22	3	10/28/12	10/28/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$2,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$2,010.00			
23	3	10/27/12	10/27/12	Saturday Prime	10-11pm		:30			NM	1	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$2,125.00			
24	3	10/28/12	10/28/12	NFL Today	Various		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$2,000.00			
N 25	3	11/04/12	11/04/12	Sunday Prime	10-11pm		:30			NM	1	\$8,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$8,160.00			
<b>Totals</b>											<b>35</b>	<b>\$97,200.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	29	\$80,960.00	\$68,816.00
10/29/12 - 11/04/12	6	\$16,240.00	\$13,804.00
<b>Totals</b>	<b>35</b>	<b>\$97,200.00</b>	<b>\$82,620.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.